Digital Media and Communication Between Civilizations - A Descriptive and Analytical Study Through a Sample of Experts and Specialists in Media

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Abstract

The study aimed to identify the relationship between digital media and communication between civilizations and to know the resulting repercussions and their effects on the nature of relations between humans. The problem was identified, and several questions were asked, the most important of which are: What are the foundations of acquaintance among civilizations, and what challenges limit them? What are the implications of digital media on the effectiveness of communication between civilizations in the modern era? The study used the descriptive analytical approach to sample digital media experts. The research sample consists of experts and specialists in the media in Sudan and Al Jazeera News Network, and its number reached (90).The study reached several results, the most important of them being that digital media has implications for communication between civilizations; the existence of civilizational diversity does not necessitate a clash between civilizations, as civilizational diversity is an existential reality, while the clash of civilizations is a human product. The study also recommended the following: It is necessary to focus research efforts in the field of media and related disciplines to study the repercussions of digital media, its effects, and its roles on various aspects of social, cultural, political, and economic life. And the need for Arab and Islamic societies to rely on the media message in the digital era.

1-Introduction

Digital media and means of communication have become a tool for the dissemination of information culture, the expansion of its fields of applications, and the emergence of features of modern activities and the reflection of their effects on the movement of human reality, an important and prominent reflection that contributed to the rapid spread of digital culture, which made some believe that it has transformed human civilizations from large continents far apart, into a small town whose citizens get to know each other by various modern means in a short period of time. Others believe that the change has occurred in the ease of receiving information and getting to know others, but the actual change is still under research, as this team believes that the world is still mainly dependent on its local cultures and that many societies, despite their apparent modernity, are still traditional societies that follow the curricula of their ancestors.

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Civilizations and their communication, interaction, dialogue, conflict, clash... etc., are a topic that has occupied many interests and researchers in various fields, and it is an old and new topic that does not wear out that attention dominates it when every change occurs in the world, or at the regional levels.

Man is the product of dialogue or conflict, and it is the conditions of the world that occur as a result of these dialogues or conflicts. The most important change that has taken place globally in the media field is the dominance of digital media. Since the beginning of 2016, digital media has become the most used medium among people and individuals worldwide. This reality is what motivated the study of the repercussions that digital media can have on the acquaintance between civilizations due to its leadership among the media and because of the changes it has caused in the ease, speed, and low cost of transmitting information in addition to its effects on the media model, where it has become easier and more convenient. Every interactor and dealer with digital media becomes a sender of the media message (Tanton, C., Bhatia, A., Pearlman, J., Devries, K. 2023).

Therefore, this study is concerned with researching, investigating and studying the current and expected repercussions of digital media on the nature of communication between civilizations, taking the concept of acquaintance between civilizations as one of these images, which is theoretically assumed that digital media contributed to its enhancement. This research will confirm or deny this basic hypothesis on which the researchers based their idea.

2- Research Problem

Digital media and electronic means have repercussions on rapprochement and divergence between people. They can contribute effectively - if used in a positive way – in helping people to make the most of the possibilities available for acquaintance among civilizations.

The concept of acquaintance among civilizations is the concept that international communities have tried to adopt as an alternative to the clash of civilizations. It was the subject of the most important international conferences, such as the international conference organized by the Bibliotheca Alexandrina in May 2011, because of the location of Alexandria, where various human civilizations existed. Therefore, the problem of research is the intellectual solution in which many have struggled to search for ways to help dialogue and acquaintance with civilizations because of the importance of their need for the future of humanity. Since digital media has become dominant in various communications, the research adopts a key question that it tries to answer: What are the implications of digital media on the acquaintance between civilizations? Are the repercussions positive or negative?

3- Research Importance

The Importance of this research is highlighted as follows:

- The importance of the effectiveness of digital media and its repercussions on the acquaintance between civilizations.

- Digital media keeps pace with the changes of the civilized era in a way that facilitates human acquaintance.

- The importance of developing the human element working in digital media and providing it with continuous training and education and access to various types of digital knowledge, believing that science is still the secret behind the progress, development, and growth of nations

and the emergence of their human civilizations.

4- Research Objectives

The objectives of this research are highlighted as follows:

- Knowing the foundations of acquaintance between civilizations.
- Knowing the challenges that limit the acquaintance of civilizations.
- Demonstrating the relationship between digital media and intercultural acquaintance.
- Knowing the implications of digital media on the acquaintance between civilizations.

5- Research Questions

The Research answers the following questions:

-What are the foundations of acquaintance among civilizations?
- What are the challenges that limit the acquaintance of civilizations?
-What is the relationship between digital media and intercultural acquaintance?
- What are the Implications of digital media on the acquaintance of civilizations?

6- Research Methodology

This study adopts a descriptive, analytical, and historical survey research methodology to survey a sample of digital media experts. It depends on using some research tools such as investigation, interview, and observation.

7-Information Collection Tools

Secondary tools: This study depends on some research tools represented in collecting information and data, which are scientific references, specialized studies, books, dictionaries, periodicals, magazines, scientific theses, and interviews.

Basic tools: The researchers depended on the following tools:

A/ Questionnaire: It was used as a main tool to survey the collective opinion of a sample of experts and specialists in the media.

B/ Interview: The researchers interviewed media experts and specialists working in the Al Jazeera News Network.

8- Theoretical Framework

Human societies have known and practiced the media since they lived in primitive tribes inhabiting caves. Media is not the heat of the moment; it is a process as old as man himself. Man invented writing thousands of years ago, which was a turning point in human history. And before that, it became known as "prehistory," and the Arabs knew the media before the tenth century AD, and even since pre-Islamic times, and their means were in that rhetoric and poetry, which were transmitted verbally.

In the tenth century, the Romans began to publish wall newspapers, which did not begin to develop until the invention of printing by the German scientist (Gutenberg), when society in

that period was ready to develop that new style of writing and recycling ideas. However, those societies had to wait until the seventeenth century AD to be fully prepared to accept the mass media. In this era, it can be said that the theory of contact or communication has data, capabilities, and means, as the basic concentrations for the beginning of the spread of mass communication means that are characterized by generality were available to be accepted and understood by multiple audiences. (Mututwa, W. T., & Osunkunle, O. 2023)

The field of media, in general, has found great interest in terms of study and analysis. As a result of this interest in the media as the main channels for the transmission of news, information, and ideas, his research on collective communication has acquired a specific structure, often expressed in the famous formulation coined by Harold Dwight Lasswell, which says: (Who says what to whom, by what means, and by what effect?) (Wei, H., Chen, J., Gan, X., & Liang, Z. 2022). Thus, we realize the importance of knowing the three main elements of media broadcasting: sender, message, and receiver.

8-1 The Concept of Digital Media

Media experts define the media process as how the process of communicating with the masses takes place. So that these means are characterized by the ability to deliver messages at the same moment and quickly to a wide audience of different trends and levels, with their ability to convey news, information, entertainment, opinions, and values, and the ability to create public opinion, and the development of trends and patterns of behavior that did not exist among the target audience, and these means include the press, radio, television, cinema, books, audio-visual recordings, Internet, and many others. (Actions. 2021. Mena Report).

Especially the Internet, which has been widely used since the beginning of the nineties. An example of this openness was what the American John Perry Barlow said: "Imagine discovering a continent so vast that its dimensions may be endless, imagine a new world that has more resources than we can consume, more opportunities than we can exploit, and a unique quality of real estate that expands and increases as we own it. Imagine a place where there are no traces of aggressors; a place where goods are stolen infinitely while remaining in the possession of their original owner; imagine a place where there are works you have never heard of, a place where children feel at home, a place where physics is more related to thought than to things." (Nah, Y.-H., Lee, R. S.-X., & Chen, A. S.-H. 2023).

The information revolution that the world is currently experiencing represents one of the most important stages of major historical development in the history of humanity, as this information revolution has brought about major changes in the media industry and patterns of information consumption, production, dissemination, and sharing of its contents. This great development has led to the division of the media sector into two areas, the oldest of which is traditional media, which includes newspapers, magazines, radio, and television, and the latest is new media, which is based on the flow of information via the Internet and mobile phones. Still, the separation between these two areas in the media reality has become very difficult, as traditional media depends mainly on new media. It has become difficult to classify existing media organizations as traditional. (Sun, M., Meng, X., & Hu, W. 2023). Looking at traditional media, we find that it has interacted with modern technologies, as it has become dependent in all its production processes for the media message on technological means, and it has benefited greatly from social media in broadcasting its media messages. Over the past centuries of human history, man's attempts to develop the tools he uses to express his opinions and ideas and

inform those around him have not stopped. The follower of the development of tools and media used by man in media and communication clearly discovers the power of that innate instinct that enabled man to develop his media tools in a remarkable way since the first man was engraved on the walls of caves through the ancient Egyptians' use of the illustrated hieroglyphic language and the use of papyrus.

Until that date, the text and the static image were engraved and drawn, as well as the human voice was the element and component of the media and communication scene in that era and remained so and did not change until the advent of the era of the machine and printing. The computer, telephone, and the Internet, and at every discovery, man was in a new era with new media. This makes researchers confirm that the concept of new media is a historical evolutionary fact. Still, the name given to the current new media is due to the great technical and communication developments that occurred in a few years compared to the development that occurred to the previous means that took tens, hundreds, and thousands of years. This led to a major qualitative leap in all means of life in general, and the nature and work of the media in particular, in what can be called the "media revolution".

Despite the multiplicity of terms and definitions that tried to describe the phenomenon of using the Internet as a means and media tool, there is almost agreement on the distinction of digital media with modern and different characteristics that distinguish it from traditional written, read, and visual means. It also differs in its freedom from the restrictions of monopoly of media bodies, whether public or private, to disseminate news and information. This does not mean that digital media develops in isolation from media in its traditional form. Still, at the same time, it represents a stage of development in the media field in general. (Kennedy, H., Kunkel, T., & Funk, D. C. 2021)

Digital media is defined as "the use of Internet technology in the dissemination and exchange of news, information, and communication through electronic devices connected to the Internet for the purpose of cultural, social, political, and media communication." Digital media is known as the media of the information age. It was born to marry two prominent phenomena known by this era: the phenomenon of information explosion and the phenomenon of communications, which is the media that depends on the use of computers and remote communications in the production of information and entertainment, storage and distribution, this special is the process of providing sources of information and entertainment to the general public in an easy way and at low prices. (Raj, S. 2023).

The definition focused on the phenomena that led to its emergence, represented in the explosion of information through the development of means of communication. Also, it showed the role of technical processes represented in computer and communication devices in the makers of this phenomenon. Thus, we find that its definition was characterized by a purely technical dimension, which clearly omitted the media and humanitarian aspects.

8-2 Characteristics of Digital Media

- Interactivity

This characteristic characterized only forms of confrontational communication, while mass communication was completely lacking. Interactivity means the end of the idea of linear communication or one-way communication from the sender to the receiver, which was characterized by collective, mass, and cultural communication based on traditional means of mass communication. (Hirschmeier, S., & Beule, V. 2021).

- Diversity

With the development and multiplicity of digital innovations in communication, in addition to

the high capacity to store and make available communication content. This led to a diversity in the elements of the communication process, which provided the recipient with greater options to employ the communication process in line with his needs and motivations for communication.

- Integration

The Internet represents a communication umbrella that combines communication systems and forms, various digital means and content in its forms and functions in one system that provides the recipient with multiple options in an integrated framework. During exposure to information materials, Man can choose from what he deems required for storage, printing, recording on CDs, or re-sending them to others by e-mail because the digital system, with its innovations, provides methods of exposure, availability, and means of storage in an integrated manner during the time of exposure to the Internet and its multiple locations. (Pawar, Kolte, & Sangvikar.2021- 237–256.)

- Individuality and Segmentation

Digital communication raises the value and distinction of the individual when its multiple programs and protocols provide many options that give the parties to the communication wider freedom to roam, choose, use, and evaluate the benefit of the communication process. This elevates the value of individuality. Where a distinction is made first between the individual needs of communication and the capabilities of the parties to the communication process, and thus distinction in the actual gain of the parties to the communication process at any of its levels.

8-3-Acquaintance Between Civilizations

Zaki Al-Milad was the first to establish the concept of "an acquaintance of civilizations," as he published a research in Al-Kalima magazine in the summer of 1997 AD, in which he explained the value and distinction of this concept and its difference from the concept of the clash of civilizations and the dialogue of civilizations, and its connection to the Qur'anic source and explained the dimensions and components of this concept and its purposes. Zaki Al-Milad calls for the development of research and discussion on the relations between civilizations and the need to deal with the ideas we create confidently and give them the importance they deserve without fascination or charm that takes us to melt into the other, especially the Western model. (Shawqi, 2013 AD, website).

The Concept of Acquaintance with Civilizations

Muslims had experience building civilization and human urbanization, and they had knowledge and experience in this regard. And that Islam, in the eyes of Bernard Lewis, was the first to seek universality. The ancient civilization of the Mediterranean, the Middle East, Europe, India, and China was local and regional at best, as Lewis says, who considered that (Both Christianity and Islam were open to creating a multi-ethnic, multicultural, and to some extent multi-continental. Islamic civilization extended far beyond the limits of Roman and Hellenistic cultures, thus being able to assume, adopt, and integrate distinctive elements from more distant civilizations in Asia." (Capecchi, D. 2022)

Therefore, it is assumed that the Islamic vision has a vision or concept that determines the form of relations with other nations, societies, and civilizations, and the concept that we reach in this field and increases confidence in it and its cognitive, moral, and human value is the

concept of (acquaintance). The origin of this concept is the Holy Qur'an, which addressed all people, came as a mercy to the worlds and was revealed by the verse of acquaintance in the words of the Almighty: (Mankind! We have created you from a male and female and made you into peoples and tribes so that you might come to know each other)

[Al-Hujurat: 13].

This verse, in particular, is one of the most frequently mentioned verses of the Holy Qur'an and paid attention to in Arab and Islamic writings since the renewed talk about the dialogue of civilizations, which makes it relevant in this regard. Dr. Hussein Mu'nis quoted this verse in his book (Civilization), in which he talked about the origins of civilization and the factors of its establishment and development in the context of his talk about the relationship of civilization with races and the findings of Western historians not to limit the ability to build civilization to certain races, and that civilizations only participated in multiple genders.

Dr. Mu'nis comments on this opinion by saying, "Western historians have come up with this result after effort and effort, while we, cohabiting Muslims and Arabic speakers, open the Holy Qur'an and find that it is the most beautiful of all this in one of its verses, which is the thirteenth verse of Surat Al-Hujurat." (Mu'nis, 1978, p. 50.)

8-4 Renewal of Human Civilization

The renewal of the civilizational structure of the whole world, through civilizational communication, through the alliance of civilizations, not only through dialogue, and through fruitful cooperation among nations and peoples, guided by the teachings of monotheistic religions and humanitarian principles, and within the framework of the Charter of the United Nations, is the main task of those with determination, wisdom, benevolent will and bright minds of various backgrounds and orientations, and from all civilizations and cultures, to build a secure and prosperous future in which human dignity is not violated or human rights are not wasted, in which the strong do not prevail over the weak, but in which all invoke the law, and the values of coexistence, tolerance and human citizenship prevail. (Al-Tuwaijri, 2010, p. 12).

The continuity and alliance of civilizations have noble goals for which those who work sincerely for the common good of human beings deserve sacrifice, including respect for cultural and religious diversity, work for security and peace, fight against poverty, deadly diseases, organized crime, terrorism in all its forms, exploitation of human beings and deprivation of their rights, and Suppressing the will of peoples and preventing them from enjoying their freedom and independence, drug trafficking, sex trafficking, hatred, racism and racial superiority, the manufacture of weapons of mass destruction and the misuse of genetic engineering by using them for purposes contrary to human instinct and moral values. These are all undisputed objectives and are of interest to the international community at this stage. But the difference between the goals being at the heart of the strategy of civilizational communication and leaving them to governments and international organizations without civilizational support and cultural support lies in the fact that striving to achieve these goals within the framework of the Alliance of Civilizations provides more opportunities for success and provides a broader framework for moving in the directions that lead to their achievement. (Ibid., pp. 16-17).

9-Methods

9-1-Study Population

The study population consisted of media-related university colleges, media institutions, media-

related research centers, and intellectual and cultural institutions. Due to the multiplicity and diversity of the study population, it became difficult to limit it as individuals, as some conferences held in Sudan related to the subject of the study were used. Forms were also distributed to some experts and specialists in the field of media. The study population included media faculties, media institutions, research centers, and intellectual and cultural institutions.

9-2-Study Sample

The study was applied to a random sample for a specific target represented in five layers as follows:

1- The first class: university institutions. Twenty questionnaires have been distributed to them.
2- The second layer is media institutions, to which 20 questionnaires have been distributed.
3- The third layer: research centers. Twenty questionnaires have been distributed to them.
4- The fourth layer: intellectual and cultural institutions. Twenty questionnaires have been distributed to them.
5- The fifth layer: experts related to the subject of the study working in other institutions, and twenty questionnaires have been distributed to them.

Thus, (100) questionnaires were distributed randomly to the sample of the intentional study. The number of questionnaires returned reached (74), constituting (74%) of the questionnaires that were distributed, and (5) forms were excluded due to incomplete basic data in answering the paragraphs, thus bringing the number of questionnaires valid for statistical analysis to (69) questionnaires. After completing the distribution of the study scale in Sudan, (25) questionnaires were distributed to specialists and media experts working in Al Jazeera News Network and its various departments. (21) Valid forms for analysis were returned to the researcher during the visit. Thus, the total number of forms relied upon in the analysis became (90) forms, which represent the members of the study sample.

9-3- Distribution of the Study Sample According to the Variables of the Study

The study sample was characterized by several characteristics in the light of the variables it identified, and by analyzing the questionnaires received that constitute the study sample, the distribution of the study sample according to its variables was as follows:

Table No. (1) Frequencies and Percentages Related to the Sample Members.

variable		Frequency	Percentage
Sex (No.=90)	Male	60	%66.7
	Female	30	%33.3
Age (No.=90)	Less than 30 years old	6	%6.7
	30-40 years	23	%25.6
	41-50 years old	31	%34.4
	More than 50 years	30	%33.3
Academic Degree (No.=90)	Master's Degree	45	%50
	Doctor's Degree (Ph.D.)	30	%33.3
	Prof	15	%16.7
Specialty (No.=90)	Media	30	%33.3
	Political Science	17	%18.9
	Strategic studies	14	%15.6
	psychology	10	%11.1
	Sociology	8	%8.9
	Another specialty	11	%12.2
Job location (No.=90)	university	32	%34.4

	Media organization	28	%31.1
	Research center	13	%14.4
	Cultural Intellectual Institution	7	%7.8
	Other Parties	10	%11.1
Years of experience in the place (No.=90)	Less than 5 years	12	%13.3
	From 5-10 years	16	%17.8
	More than 10 years	62	%68.9

9-4- Study Tool

The questionnaire by which data and information were collected to answer the questions of the study was determined (the study tool) in line with the nature of the study.

This tool (questionnaire) has gone through several methodological stages until it became applicable in the field in the light of the results of honesty and consistency that were carried out on it, and these steps were as follows:

- Determine the Guidelines for Selecting and Designing the Tool, and for This Purpose, the Following has Been Done

A- Determine the study questions that answer them and their objective.
B- Determine the study sample and the method used in selecting it.
C- Determine the procedural definitions and variables included in the study.

- Sources of the Tool Design (Questionnaire). The design of the questionnaire was based on the following:

A- Review the previous studies related to the study and review the theoretical framework of the various relevant studies.
B- Benefiting from some of the tools included in previous studies.
C- Meeting a number of those concerned with media and civilizations, which contributed to helping to build the questionnaire and identify its fields.

- Validity and Reliability of the Questionnaire

* Apparent Honesty (Honesty of Arbitrators)

The questionnaire was presented to 6 arbitrators from media specialists and other academics in Sudanese universities to benefit from their observations to judge them and verify their apparent honesty.

Internal Honesty (Using Pearson's Correlation Coefficient)

Table No. (2) Pearson's Correlation Coefficient Between the Paragraphs of the Questionnaire and the Tool as a Whole.

No.	Paragraph	Theme (Implications of Digital Media on Acquaintance among Civilizations)
1	Digital media has a positive reflection on the acquaintance of civilizations	*0.75
2	Digital media facilitates the acquaintance of civilizations	*0.76
3	Digital media transgresses the theory of guarding gates in achieving acquaintance among civilizations	*0.71
4	Digital media is a civilized means that reflects the image of competition and cultural scramble between societies.	*0.72
5	Digital media has helped spread the landmarks of authentic civilizations and human heritage	0.75

6	Digital media has highlighted many of the principles of acquaintance, cooperation, and dialogue among civilizations	*0.87
7	Digital media has brought about positive changes in the acquaintance of human civilizations.	*0.82

* Statistically Significant at the Significance Level ($\propto = 0.05$).

It appears from Table (2) that the correlation coefficients between the paragraphs of the axis (the implications of digital media on the acquaintance between civilizations) and the axis as a whole ranged between (0.71-0.87), the correlation coefficient between the paragraphs of the axis and the tool as a whole ranged from (0.47-0.72). All these coefficients are statistically significant at the level of ($\propto = 0.05$), indicating a high degree of validity of the axis paragraphs.

10- Discussion and Conclusions

Table 3: Frequencies, Percentages, Arithmetic Mean, and Standard Deviation Chi-Square Test for the Study Scale Items.

Phrase		I completely agree	I agree to some extent	I don't know	I do not agree to some extent	I do not agree at all	Arithmetic mean	standard deviation	Chi-square value	indication
1/ Digital media has a positive impact on acquaintance between civilizations	Repetition%	28 %31.1	50 %55.6	9 %10	2 %2.2	1 %1.1	4.13	0.76	97.2	0.000
2/ Digital media facilitates acquaintance between civilizations	Repetition%	39 %43.3	45 %50	6 %6.7	0 %0	0 %0	4.36	0.60	29.4	0.000
3/ Digital media exceeds the theory of gatekeeping in achieving acquaintance between civilizations	Repetition%	40 %44.4	40 %44.4	7 %7.8	2 %2.2	1 %1.1	4.28	0.79	90.7	0.000
4/ Digital media is a civilized means that reflects the image of cultural competition and conflict between societies	Repetition%	36 %40	46 %51.1	7 %7.8	1 %1.1	0 %0	4.30	0.66	63.8	0.000
5/ Digital media helped spread the features of authentic civilizations and human heritage	Repetition%	35 %38.9	47 %52.2	7 %7.8	1 %1.1	0 %0	4.28	0.65	64.8	0.000

6/ Digital media has highlighted many of the principles of acquaintance, cooperation, and dialogue between civilizations	Repetition%	34 %37.8	47 %52.2	9 %10	0 %0	0 %0	4.27	0.63	24.8	0.000
7/ Digital media has brought about positive changes in the acquaintance between human civilizations	Repetition%	31 %34.4	46 %51.1	12 %13.3	1 %1.1	0 %0	4.18	0.70	53.2	0.000
	Repetition%	243 %38.6	321 %51	57 %9	7 %1.1	2 %0.3	4.25	0.68		

From Table 3, we note that 51% agree to some extent with the statements of the axis of the implications of digital media on understanding between civilizations, followed by 38.6% of those who completely agree, then followed by 9% of those who do not know, then 1.1% of those who do not agree, and then finally 0.3% of those who do not completely agree with the axis statements. We also note that the arithmetic mean reached (4.25), which falls in the range (4.21-5.00), which is the range that expresses (completely agree) with a standard deviation (0.68), which is less than the correct one, which indicates the homogeneity of the answers of the study sample members. We also find that the significance value associated with the Chi-square value is less than (0.05) for all statements.

These results indicate complete agreement on the repercussions of digital media on acquaintance between civilizations. As for the order of the phrases, it can be as follows:

First: There were five phrases in the range (4.21-5.00), which is the range that expresses (I completely agree), and they can be arranged in descending order as follows:

 -The statement (Digital media facilitates acquaintance between civilizations) came in first place in terms of complete agreement, with a mean (4.36) and standard deviation (0.60). For example, thanks to digital media technology, he was able to create a website specializing in E-learning in the year 2013 AD. This website is based on an idea, knowing that Al Jazeera is not an educational institution but rather a media institution, and strives for the quality of texts or media, whether video or written reports. On this basis, we have introduced the educational site to provide articles and reports, and foreign students can practice the Arabic language through it. For example, a specific article is chosen that was published by journalists on the Al Jazeera website, and a link is available to the original article, and the person opens this link, and the educational site provides him with the possibility of Converting the article into an educational material, by forming and abbreviating the texts, translating them into English and Turkish, and translating the summary of the article. Thus, we aim to help the student understand the text in general, and this also allows all other civilizations and cultures to learn about Arab thought represented on Al Jazeera, and thus digital media facilitates acquaintance between civilizations.

Likewise, the AJ+ Arabic channel is a pioneering channel in digital media and has helped many people learn about the civilization of others. AJ+ is an Arabic language based on the diversity of topics and the diversity of countries. Many stories have been published in different countries. (Same source.)

 -The statement (Digital media is a civilized means that reflects the image of competition and cultural rivalry between societies) came in second place in terms of complete agreement, with

a mean (4.30) and standard deviation (0.66). Digital media has facilitated understanding the terminology of different dialects and languages and has become a means of bringing civilizations and cultures closer together.

The ability of digital media to provide all news quickly and easily, even from non-media institutions, is what makes it a civilized means that reflects the image of cultural competition and conflict between societies. Every news has communicative, conflictual, or confrontational cultural roots and has consequences for that. The massive emergence of digital media in the arena has allowed for a kind of competition between media outlets to impose themselves in global and regional societies. For example, Al Jazeera focuses on the cultural values associated with the areas with the most intense viewing compared to the other regions. This is a media policy that makes the content of the news receive the greatest amount of interaction. Many digital media outlets do not only require news production or entertainment production but rather contain a large part of cultural, intellectual, and cognitive production. Also, the communities that exist now on social media sites are generally divided.

 -The statement (Digital media helped spread the features of authentic civilizations and human heritage) came in third place in terms of complete agreement, with a mean (4.28) and standard deviation (0.65).

It can be said that the authority of the Internet and large websites such as Goul, which helps people search for common interests in the world, has become more authoritative than any global authority. Technological developments in digital media have enabled machine translations to understand all available features of other civilizations. Many digital media outlets also provide their materials in several languages, including the institution's original language, and add them to French in addition to English due to its widespread use.

  -The statement (Digital media has overtaken the theory of gatekeeping in achieving acquaintance between civilizations) came in fourth place in terms of complete agreement, with a mean (4.28) and standard deviation (0.79). There are now convictions that it is necessary to shed light on getting to know others, respecting them, and communicating with them in a civilized manner. Now, freedom of expression, which has limited the gatekeeper in every society, will lead to an acceleration in acquaintance between civilizations. Humanity does not have a major disagreement among itself, except for a disagreement that man creates in… Religious, political, or doctrinal issues. If people understand that religious and doctrinal issues are a matter left to the Lord of the servants, and dialogue takes place in the exchange of cultures, the concepts of acquaintance between civilizations will not face any problems.

Digital media has become the most important media at this stage, and in the coming stages, it will be the future of media. Those who follow the media will find that it is based on digital media more than other media, to a great degree of disparity, as digital media has begun to play a very large role in achieving acquaintance between civilizations. The media has also become dependent on the interaction of the masses and the opportunity to express their opinions freely. The audience is the one who lives the situation, the news, or the event, and is the one who lives its details, and thus can express the news, through comments, and provide important feedback to the media and workers. There, and all media sites today, provide the public with feedback through any news, as it provides a window for interaction with the public. Any published news became an accompanying comment window for the reader to write his comment.

The theory of gatekeeping was based on the theory of wireless communications, and now the

theory of wireless communications does not exist in social media because it relies on the sender, the sender, the message, and the medium, because the recipient himself has become a sender and receiver, and the sender has become a sender and receiver. Digital media portals have now become available, and people can access them, bringing them closer to having the will. Just as God Almighty created man as a living being who decides his fate, just as he made the air available to him and made it available, the freedom to obtain information and communicate with people with the recent information revolution has become an available freedom. No one can prevent it from humans.

This reality - the abolition of the gatekeeping theory - made many media institutions, such as Al Jazeera, establish a section for social media, as Al Jazeera established its content on all social platforms. Since 2014, it adopted a new strategy, which is building a specialized section for social media, to achieve two goals as it was Al Jazeera faces a problem with Out Put, as transferring Al Jazeera's content to the screen and electronic content to the social media audience, especially since there is an Arab generation that only deals with small screens. Hence, Al Jazeera's challenge was to transfer its content from large screens to small screens, so the section was created, which is the goal. The main team in the department was composed of two types of elements, the first type being journalists who have good knowledge of social media, and the second type being social media youth who were structured as journalists. This merger was what led to the existence of this creative department. This section led to the number of Al Jazeera's audience on all social media platforms in 2013 being approximately 30-32 million people. Social media may be the ideal vessel for acquaintance between civilizations.

 -The statement (Digital media is much more prominent than the principles of acquaintance, cooperation, and dialogue between civilizations) came in fifth and last place in terms of complete agreement, with a mean (0.27) and standard deviation (0.63). The media outlets have become something like that, as they devote space to this field through daily dealing with their programs. Every news that concerns a group, no matter how small, has an opportunity to appear or be discussed on digital media.

Second: Only two phrases came in the range (3.41-4.20), which is the range expressing (I agree to some extent), and they can be arranged in descending order as follows:

 -The statement (Digital media has brought about positive changes in understanding between civilizations) came in first place in terms of agreement to some extent, with a mean (4.18) and standard deviation (0.70). About twenty years ago, digital media began to sweep the scene, and the Internet became a strong presence in shaping awareness and as a means of media. This went through more than one stage, beginning with electronic newspapers, passing through what is known as social journalism, and then developing into social media later. It was the idea of blogs, and now the public. He started making his own media.

The changes brought about by the electronic media revolution can be likened to the example of when our Lord Almighty created humans, making air an essential thing because air is a necessary thing for life, and the most available element after air is diamond and a person without water or air cannot live. We find that the revolution of communications and technology has liberated man, and it is no longer possible for any authority, whether a state or religion, to prevent people from communicating or obtaining information, as in the past, there were barriers, where any authority holder could prevent people from communicating, but now it is no longer Any country can violate this communication. Where any human being can communicate with another human being, as he can obtain any information through his phone,

even children can easily obtain information. To a large extent, there is almost no authority to control the means of communication and communication.

-The statement (digital media has a positive impact on the acquaintance between civilizations) came in second and last place in terms of agreement to some extent, with an arithmetic mean (4.13) and a standard deviation (0.76). Now, through digital media, especially the videos on digital media that traditional media have begun to use, we find that civilizations through video are shared from all over the world. The ease of filming a video by anyone and the ease of publishing it through digital media is what makes digital media a reflection. Positive in the acquaintance between civilizations.

11- Results

1. Digital media has repercussions on understanding between civilizations. The saying of the acquaintance of civilizations is considered a thesis launched by the Islamic thinker Zaki al-Milad, as a vision different from the two previous views, so that it is considered that the three theses, the clash of civilizations, the dialogue of civilizations, and the acquaintance of civilizations, are multiple and differ according to the difference and multiplicity of their cognitive systems. Each of them has its distinctive systematic nature, consisting of its own elements, components, and overall features.
2. many challenges hinder the acquaintance between civilizations, the most important of which are extremism in belief, cultural self-aggrandizement, and tyranny by political power and financial power. The dominance of the concept of political interests in international relations. Racial arrogance, exploitation of moral and religious values for political and economic gain, and the theory of creating an external enemy.
3. There is an available future for acquaintance between civilizations in light of the development of digital media. Digital media has broken the monopoly of media institutions directed at information and images. Thus, freedom of obtaining information has become an opportunity for greater progress and knowledge of other civilizations in light of openness and the absence of restrictions on exchanging information and communication between peoples.

12- Recommendations

– The political and cultural elites in the world today need to focus on spreading the culture of understanding among civilizations because it is considered one of the important factors in establishing world peace.
– The concept of acquaintance between civilizations in digital media must be relied upon by human societies seeking to establish world peace, such as the United Nations and others, and include it among their political and media programs.
– Islamic nations in general, and Arab nations in particular, must truly move towards achieving a free, cultured human being who interacts positively with himself and others through developing the media, education systems, and political systems and providing sufficient freedoms. Our historical experiences have proven that political domination is the basis of all these societal ills. We must move from asking Who rules us to agree on how we govern our countries and how to bring man to the divine nature with which he was created by making him free to choose what he wants without His freedom affecting others.
– Taking advantage of the interactive ability between Islamic and Western civilizations, made

possible by digital media, in creating aspects of knowing and understanding the other and striving towards establishing common structures that lead to peaceful living between the two civilizations today.

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